

CREATING A PROFESSIONAL FIRST IMPRESSION

Professionalism: A Concise Guide

Professionalism: A set of widely accepted habits and norms for the workplace. They include:

- Reliability, positive demeanor, clean appearance, good written communication, and ethical behavior.

Facebook, Twitter, LinkedIn, and other **social media** profiles reflect your level of professionalism. Consider the following dos and don'ts to build a professional online presence:

Remember: Codes differ by industry and company, but all employers value a good work ethic and positive attitude.

Do:	Don't:
Create a professional brand, establish credibility, and make connections.	Don't post workplace gossip or complaints, or any discriminatory comments.
Separate accounts to ensure your personal and professional lives are separate online.	Don't rely exclusively on privacy settings to protect your information.
Use privacy settings.	Don't post items relating to drug or alcohol use.

Your Résumé and Cover Letter

A **résumé** is a summary of your work experience. A well presented résumé will:

- Use a simple font (Times New Roman or Arial).
- Have 0.5"-1" margins.
- Use consistent formatting throughout.

A **cover letter** demonstrates your genuine interest in, and suitability for, a company and position. A strong cover letter will:

- Demonstrate knowledge of the company.
- Use specific examples to show suitability for the position.
- Match tone with the company's personality.

Always, always proofread!

Download more résumé resources on the **Get Hired: Showcasing Yourself** course page, including the "Quantic Résumé Template" and "How to Write a Résumé."

Remember: You can utilize Quantic's "Sample Cover Letter" as a helpful guide.

Your Quantic Profile

Your **Quantic Profile** is how employers will view you in Quantic's career network. It includes items like:

- Experience, skills, awards, a picture, and a fun fact!

Here are some dos and don'ts to follow when you're filling out your Quantic Profile.

Don't forget: If you change your LinkedIn profile picture, change your Quantic Profile picture as well!

Do:

- Include 1-3 bullet points with specific achievements for each work experience.
- List each position as a separate experience, even if they are at the same place of work.
- Include a professional-looking photograph.
- Include a fun fact that is a conversation starter.

Don't:

- Don't describe general or generic job duties (if it can be avoided).
- Don't include college extracurriculars (unless you graduated within the last year).
- Don't use candid or casual photos.
- Don't include a fun fact that is overly personal or self-deprecating.